

INTRODUCTION

The Marcy-Holmes Master Plan Planning Process

This plan was developed over a period of about a year. The Marcy-Holmes neighborhood hired Dahlgren, Shardlow and Uban Inc., a private planning consulting firm, to facilitate planning discussions and draft the plan.

The planning process started in September of 2002 with general community meetings that allowed the participants to declare what they

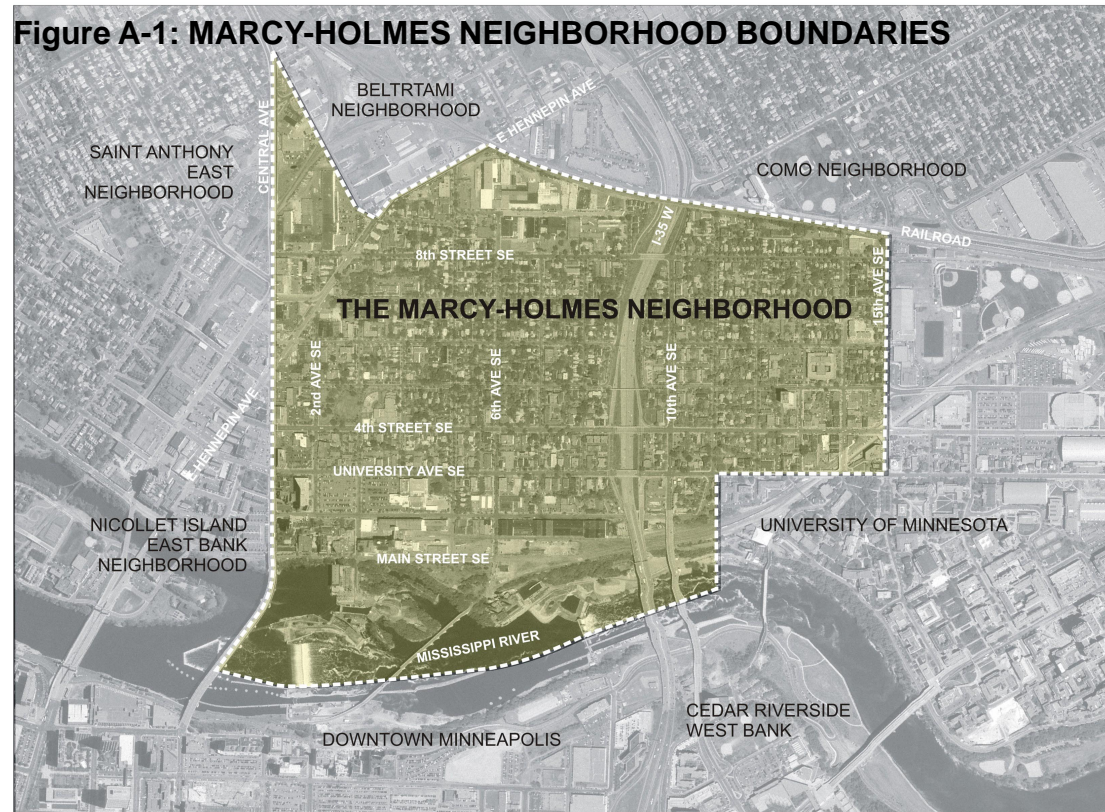
liked or disliked about the neighborhood, what they wanted to preserve, what they wanted to achieve, and what they wanted to avoid. The cumulative results of this input formed the objectives for the plan. These objectives were then grouped by the chapter of the plan to which they most closely related.

Participants at the September community meetings also helped form a vision for the neighborhood by writing an imaginary letter to a friend or relative ten years from the date of the meeting they attended. These letters were synthesized to form a collective neighborhood vision.

Focus topic meetings were conducted from September to December to discuss issues related to the objectives for each chapter in the plan. The results of these meetings became policies in the plan. The consultant augmented the objectives and policies with maps and diagrams depicting the policies.

The neighborhood steering committee reviewed the first draft of the plan in January and February of 2003.

General neighborhood public review of the plan occurred in June of 2003. Planning Commission and City Council review occurred during the summer of 2003.



The Marcy-Holmes Master Plan and The Minneapolis Plan

The *Marcy-Holmes Master Plan* has been developed within the context and overall direction provided by *The Minneapolis Plan*. *The Minneapolis Plan* is the officially adopted comprehensive plan of the City of Minneapolis. It is used by the City of Minneapolis to guide zoning decisions, public infrastructure investments, and redevelopment efforts.

The Marcy-Holmes Master Plan describes how the Marcy-Holmes neighborhood can support the basic guidelines in *The Minneapolis Plan*. The master plan also describes how the neighborhood will address issues unique to the neighborhood that are not addressed directly in *The Minneapolis Plan*.

The Minneapolis Plan contains policies and guidance for several areas within and near the Marcy-Holmes neighborhood. They include:

- Activity Center¹ designations for Central Avenue/East Hennepin and Dinkytown.
- A Growth Center² designation for the University of Minnesota area and immediate vicinity.
- Community Corridor³ designations for University Avenue, Central Avenue, and East Hennepin Avenue east of Central Avenue.
- A Commercial Corridor⁴ designation along East Hennepin between the river and Central Avenue.

Just outside the neighborhood, *The Minneapolis Plan* recognizes an Auto Oriented Shopping Center at the Quarry, a Potential Growth Center in the Stinson Boulevard area, and an Industrial/Business Park Opportunity area in the Southeast Minneapolis Industrial Area (SEMI).

The Minneapolis Plan envisions a growth of 7,000 to 10,000 new jobs in the Southeast Minneapolis Industrial Area (SEMI) and the University of Minnesota campus area. *The Minneapolis Plan* also expects that 750 to 2,000 housing units will be built in conjunction with the new jobs in the University community. Marcy-Holmes can accommodate a share of these units on the edges of the neighborhood, while insisting that a solid core of single-family homes along 5th, 6th, 7th and 8th Streets be maintained.

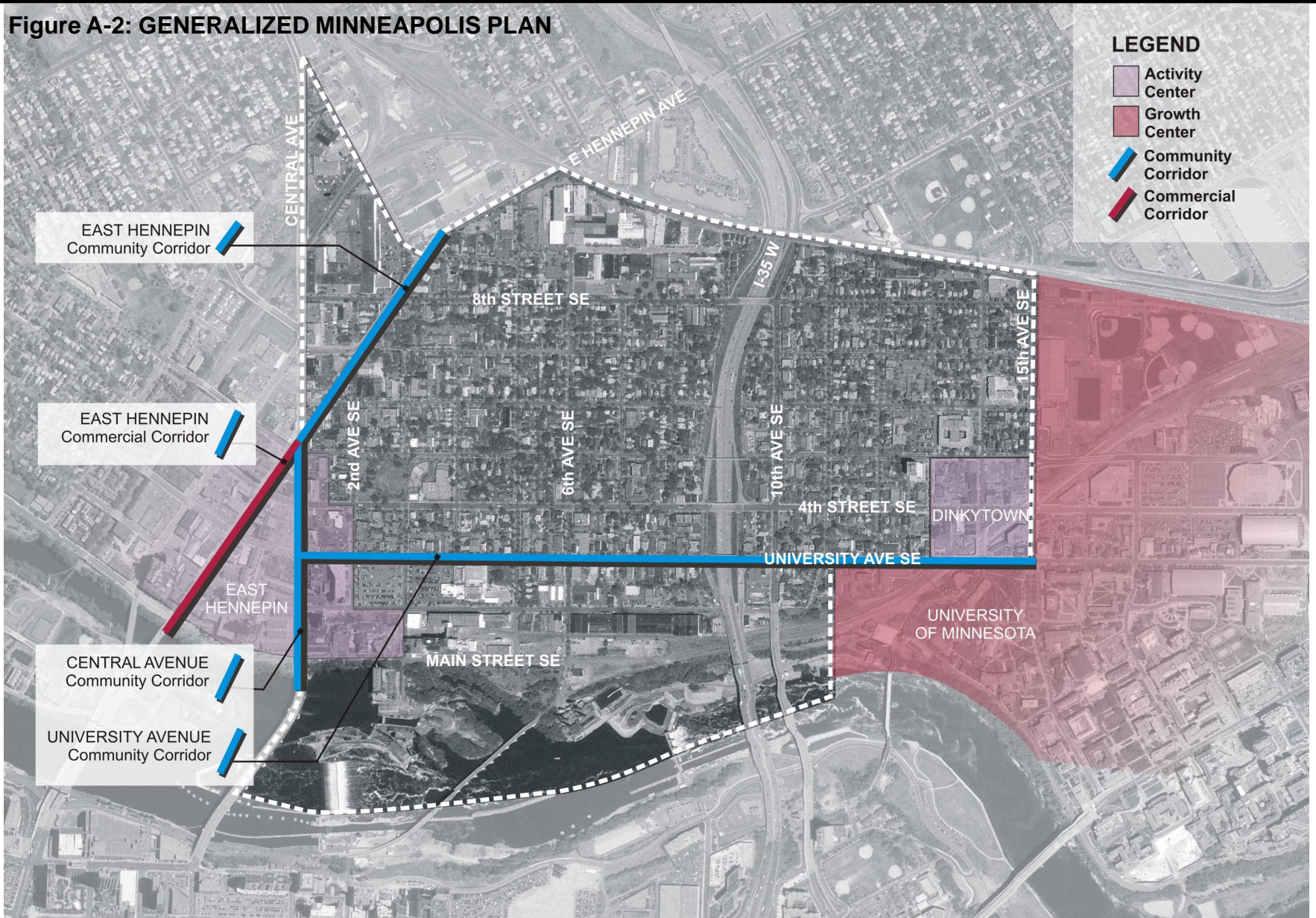
¹ Activity Centers are destinations that attract visitors from around the region. They have many different businesses such as retail, commercial, entertainment, educational, and other cultural or public facilities that encourage activity all day long and into the evening.

² Growth Centers are places of significant job concentration and growth. However, *The Minneapolis Plan* also indicates that residential development and retail and service uses be present so that employees can meet their daily needs in and around their workplace.

³ Community Corridors are streets that connect neighborhoods, carry a moderate volume of traffic, and have a primarily residential character but support a low-intensity mix of uses at key intersections.

⁴ Commercial Corridors are streets that have largely commercially-zoned property, carry high volumes of automobile traffic, and retain a traditional urban form in the buildings and street orientation of businesses.

Figure A-2: GENERALIZED MINNEAPOLIS PLAN

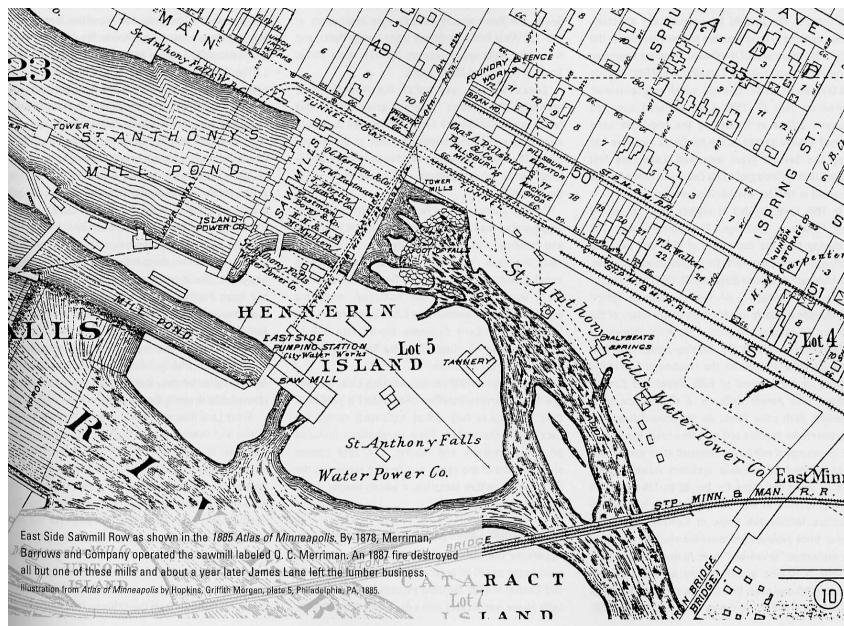


Marcy-Holmes Background and History

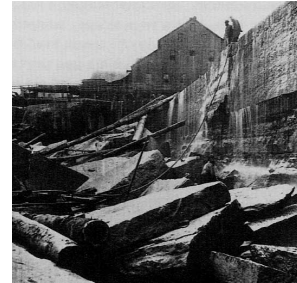
This brief background and history section is provided to establish a context for the issues that the neighborhood will face in the next several years.

The Marcy-Holmes neighborhood lies across the Mississippi River from downtown. The University of Minnesota forms the east boundary of the neighborhood. The west border of the neighborhood is the East Hennepin/Central Avenue commercial area.

Neighborhoods were first given “official” names in the late 1950s when the Minneapolis Planning Department began doing neighborhood planning and needed labels for the city’s many neighborhoods. At that time, the neighborhood was a part of Southeast Minneapolis.



The Marcy-Holmes neighborhood was designated in the 1970s at the beginning of the Community Development Block Grant process.



The neighborhood is the oldest in the city and has a rich history. The neighborhood organizations believe they and the City of Minneapolis have an obligation to preserve and enhance this historic character.

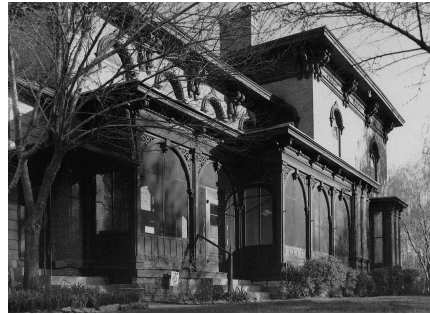
Father Louis Hennepin, a captive of the Dakota, is considered to be the first European to see St. Anthony Falls. The Dakota led him along the banks of the Mississippi River in 1680 on their way to see the rumored sacred falls on the Mississippi River.

The falls and the area around them waited another 160 years for development. The first sawmills were built on the east side of the river in 1848. The University of Minnesota moved to its current location in about 1856, two years before Minnesota became a state. The Stone Arch Bridge, built by railroad baron James J. Hill, was completed in 1883.

Beginning in the 1850s, the neighborhood became the early home of many of the city’s first industrialists and civic leaders. Some of those early settlers who are described in detail in Penny A. Petersen’s book *Hiding in Plain Sight* include:

- John Dudley, lumberman, miller, and merchant, lived at 701 5th Street SE
- Thomas Andrews, merchant and real estate entrepreneur, lived at 527 5th Street SE

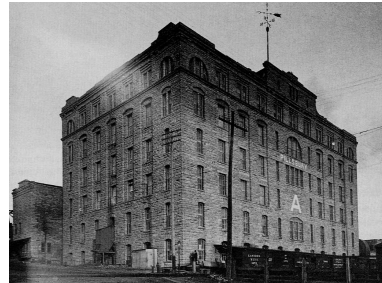
- Woodbury Fisk, hardware merchant and flour miller built three homes on 5th Street SE
- William H. Lawrence, lumberman, lived at 622 5th Street SE
- John S. Pillsbury, merchant, flour miller, governor, and savior of the University of Minnesota, lived at 1005 5th Street SE
- John E. Lockwood, machinist and ironworker, built the Beaux Arts style home at 501 5th Street SE



The street on which all of these leaders once lived has been designated a preservation district by the City of Minneapolis.

The 1930s and early 1940s were years when virtually no new housing was built, but there was still a high demand for housing during the depression and the period of wartime industrial growth in the Twin Cities. Hence, overcrowding and doubling-up occurred as many large, older homes in the city were converted to rooming houses or apartments. The neighborhood's proximity to the University of Minnesota and downtown Minneapolis made it difficult to retain the area's single-family homes. This trend continued in the post-WWII years as attendance at the University of Minnesota jumped from about 6,000 students in 1943 to 25,000 students in 1946. Many families left the neighborhood as it became more rental in nature.

By 1982, the city's school population had declined to the point where schools were closed. The Marcy School building was one of many around the city that was closed. However, at the same time, a new movement was developing to preserve and protect the neighborhood.



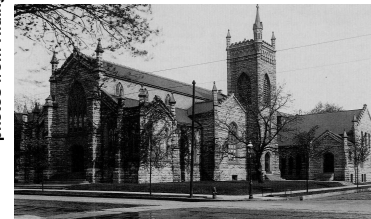
photos from *Hiding in Plain Sight* by Penny A. Petersen

The Holmes Renewal project resulted in new homes, senior and handicapped housing, and rehabilitation in the part of the neighborhood nearest Central Avenue. The neighborhood also mobilized to regain a neighborhood school and expand the adjacent park. Residents also worked with the city planning department to lower the zoning densities to reflect existing uses.

However, recent events indicate that changes are occurring in the neighborhood. Developments in the last two years have added a significant number of new dwelling units to the general area, including the First Ave. N.E. area. Some of these developments have been inappropriate.

There are also pockets of deteriorated properties in the neighborhood that might be purchased by prospective developers.

There are other challenges for the neighborhood. Traffic continues to grow. Downtown continues to grow. The University of Minnesota continues to grow and remains a huge factor in the future of the neighborhood. New redevelopment in the Southeast Minneapolis Industrial Area (SEMI) could substantially increase the number of jobs in the area and the market for nearby housing.



These changes have caused the Marcy-Holmes neighborhood to develop a comprehensive plan for neighborhood development, redevelopment, and improvement that retains a strong core of single-family residential homes.

The Marcy-Holmes Vision

The Marcy-Holmes neighborhood will be a place with well-maintained homes and apartment buildings. It will contain a core population of families and homeowners and house University of Minnesota students and young people.

All residents and other neighborhood stakeholders will have a sense of community and mutual respect.

New higher density housing will be limited to the edges of the neighborhood. Any reconstruction in the core of the neighborhood will be limited to single family homes and townhouses. The legislature and the University of Minnesota will support reinvestment in the neighborhood by offering housing incentives to university faculty and employees to live in the neighborhood to help solidify the core of the neighborhood and preserve the historic 5th Street area.

New multi-family developments will follow design guidelines that are established in the master plan including height, setbacks, and exterior appearance.

Dinkytown will also be preserved and will be a lively area for university students and neighborhood residents. New bars and restaurants with liquor will be limited in number in order to preserve a balance of shops and business establishments.



The neighborhood will retain the established corner grocery stores and restaurants. There will also be a variety of commercial services in Dinkytown, along East Hennepin, and at the Quarry Shopping Center.



The Mississippi riverfront will continue to be converted to public use along the waters edge. Main Street will be connected to the East River Road and a grand, new 6th Avenue Greenway will connect the heart of the neighborhood to the Mississippi River, the Stone Arch bridge, and the regional bike trail system. These enhancements will encourage the growth of bicycling and alternatives to the automobile.

The transit service in the neighborhood will continue to expand to meet the heavy and diverse needs of the neighborhood. Transit riders will be able to access light rail transit at Oak and Washington and in the Cedar-Riverside neighborhood and ride to either downtown Saint Paul or the airport.

Finally, the University campus will be a welcoming place to people who live in the Marcy-Holmes neighborhood. Residents will take part in the cultural life of the campus and value the University of Minnesota as a community asset. In turn, the University of Minnesota will also recognize its crucial impact on the quality of life in the neighborhood and actively work to improve it.



Goals for the Marcy-Holmes Neighborhood

Chapter 1 A land use pattern that allows for a variety of uses but protects sensitive single family and other residential areas from commercial and industrial uses and University of Minnesota expansion.

Chapter 2 A well-kept, well preserved, balanced supply of housing units that accommodates the needs of a variety of residents including single-family homeowners.

Chapter 3 A quieter, cleaner, better kept-up, and safer neighborhood.

Chapter 4 Healthy institutional, commercial and industrial areas that provide good jobs without overwhelming the livability of the neighborhood and its supply of housing.

Chapter 5 Preservation and enhancement of the neighborhood's parks, Mississippi River corridor, green spaces, and boulevards.

Chapter 6 A diverse population that acknowledges the needs of each culture and works well together to address neighborhood issues.

Chapter 7 Improved public transportation options and reduced traffic hazards and parking problems in the neighborhood.

Chapter 8 Preservation and enhancement of the small town character and traditional design features in neighborhood buildings.

Chapter 9 The preservation of the neighborhood's historic character and sense of local history.